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PUBLISHER
HERMANT BLDG.
21 Dundas Square
TORONTO

CANADIAN MOVING PICTURE

Digest

THIRTY-SIXTH YEAR OF PUBLICATION 1915-51

Vol. 43, No. 32

TORONTO, CANADA

November 17, 1951



—Copyright by Korsh
L. W. Brockington, CMG, KC, President of Odeon Theatres of Canada Limited, who as guest speaker addressed members of the Motion Picture Theatres' Association of Ontario and their guests at a luncheon in the Sheraton Room, King Edward Hotel, Tuesday, Nov. 6. This address was centralized on Canada and the qualities which made it, or any other country an important nation.

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
21 DUNDAS SQUARE - TORONTO

VANCOUVER NEWS

JACK DROY

The sixth annual Film Industry Ball sponsored by Famous Players Theatre Managers Association of B.C., will be held on Sunday, Nov. 25, at Commodore Cabaret. James Gordon, a member of the B.C. censors in charge of theatre advertising, was for twelve years principal of Kitsilano High School in Vancouver before joining the B.C. censor board. The Projectionists Union and British Columbia theatres are still deadlocked with regard to a new wage hike. Bill Tenny, president of Local 348, and Doug Calladine, have left for New York to confer with Richard F. Walsh, IATSE president regarding a settlement of the dispute.

Odeon circuit concession department, formerly housed in the film building, have moved to the basement of the Circle Theatre in South Vancouver. Trans-Canada Films have taken over the quarters on film row, and will also operate the film building screening room. Trans-Canada was formerly in the east end of town.

Bob Billings of the Monarch Theatre at Enderby, Owen Bird, Yoho Theatre, Golden, and George Lennox of the Ladner Theatre, Ladner, B.C., were along film row lining up for their fall programs. Paul Cardell, Famous Players Calgary booker, is the father of a baby boy. Helen Ernst, Orpheum Theatre cashier, was married to Sgt. Walter Granger, a member of the Royal Canadian Engineers who has now left for Europe with the 27th Infantry Brigade Group. His wife continues at the Orpheum.

A recent census report shows Vancouver's population is one-half million, an increase of almost a quarter. New Westminster and Penticton also show a healthy increase.

Closed for the season are the Kamloops, Vernon, Lions North Vancouver, Lougheed near Vancouver and the Famous Players at Nanaimo drive-in theatres. There are six outdoor spots still operating in British Columbia.

A Couple of Warner Streets Make Records

Eighteen years ago Warner Bros.' 42nd Street held the record for the longest run of any picture at the Warner Theatre, formerly called The Strand, New York.

A Streetcar Named Desire is now contesting this record at the same theatre, having finished its 7th week with \$415,000 Nov. 6th and going into its 8th week. Streetcar Named Desire is a Charles K. Feldman production, directed by Elia Kazan for Warner Bros.

TRADE headlines



Universal pictures and Universal film exchanges get \$450,000 tax refund from U.S. government.

Edward C. De Berry gets Paramount Buffalo post—John W. Brown goes to Boston.

J. Arthur Rank and John Davis to meet with C.E.A. committee to discuss proposal for Rank's return to membership in C.E.A.

Dr. Renato Gualino, head of Italian Film Commission and President of Lux Films, advises Italian producers not to submit films for production code seal.

Sigmund Romberg dies suddenly of cerebral hemorrhage, in New York.

U.S. Treasury Department reveals box-office on the up-grade. July to September period 1951 exceeds same period last year.

Sol Lesser buys 40 stories in the Ken Krippene series on Buried Treasure and Fabulous Lost Fortunes.

Canary Islands doubles movie theatres between 1947 and 1951. Now has 104, seating capacity 48,694, and new theatres are under construction.

Jimmy Durante files suit for \$350,000 over use of That's My Boy title.

Decca Records Inc., Milton R. Rackmill purchase 28 percent of the outstanding Universal common stock, about 271,900 shares and 32,500 warrants becoming dominant factor in company.

Jack Alicoate, publisher of The Film Daily and trade press representative of COMPO named Chairman of nominating committee to pick slate for officers to be voted annual COMPO meeting December.

Cue magazine November 10 issue devoted to Movietime U.S.A. story.

Allied arbitration plan, recently proposed, strikes snag on film rentals—distributors cannot agree to set film rentals for arbitration in advance of play-offs.

RAY PRESENTS



THE pioneers of the foreign language pictures in Canada, foremost among these which is Alliance Films Limited, will watch with considerable interest Yvonne Taylor's plans to arrange a circuit of one-night stands across Canada for foreign language and unusual pictures in any language, the latter which come within the classification of being termed, "arty."

In a recent interview which I had with Raoul Auerbach, an officer of 20th Century Theatres, he advised that 20th Century Theatres and Famous Players Canadian Corporation would support the plan as one effective means of tapping "untapped audiences."

It is proposed to have three seasons during the year of ten weeks each, making a total of thirty weeks of one-day-a-week for the showing of unusual pictures throughout Canada, in theatres selected from Famous Players circuit, 20th-Century circuit, and theatres booked by E.B.A.

The night selected is to be Thursday night, and a preliminary campaign will introduce the unusual picture series, which pictures will be shown at an advanced price over the regular admission price at the theatres selected for the series, and may include matinees.

YVONNE TAYLOR, who is promoting the plan, is the wife of Nat Taylor, President of 20th-Century Theatres, and a sister of Raoul Auerbach, associate executive of Nat Taylor in the operation of Twinex Theatres. Several of the executives of this company operate EBA an exhibitors' co-operative booking association.

Yvonne Taylor operates the International Cinema and the Towne Cinema, two art theatres in Toronto, where *Tales of Hoffmann* and *Laughter in Paradise* are currently showing.

Where there are established art theatres or art exhibition policies, the plan will not include the one-day-a-week policy of showings at these theatres.

Famous Players Canadian Corporation, Odeon Theatres of Canada Limited have some theatres which each operate, and some which are operated through partner affiliates, which show foreign language films and other unusual pictures on occasion.

20th-Century operates a few theatres which have introduced an art policy on a regular weekly basis.

In Montreal, Bill Lester, an executive of the United Amusements Limited, and a partner affiliate in the operation of his theatres, has been showing some art pictures at the Avenue and Kent Theatres, Montreal.

Foreign language pictures have been shown at His Majesty's Theatre, Montreal, operated by Consolidated Theatres Limited, in affiliation with Famous Players, as a road show for stage productions.

WILLY ELMAN, who was formerly Quebec district manager for Columbia Pictures, and who is now in charge of theatre operation for Arthur Hirsch and Alex Adilman, chief officers and executives of Consolidated Theatres, has been testing the appeal of special pictures at His Majesty's, particularly opera films in which Elman takes a personal delight.

France Films has been importing and distributing French language pictures since their introduction in Canada over thirty-five years ago, and distribution of French language films in Quebec, original French, and the American dubs have been released in Quebec generally by most distributing companies operating in Canada.

With some few exhibitions of the French language pictures in Ontario, in Alberta and Manitoba, and with the exception of the exhibition of the French language pictures in a few theatres in the Maritimes, the exhibitions in the other provinces in Canada of French language pictures have been few and far between. The Italian pictures, with their English titles, have had wider distribution throughout Canada than the French language pictures, excluding Quebec.

IT may be possible that France Films has concentrated on exhibition and distribution in Quebec, for here the French language picture constitutes big business in a French-speaking province, with approximately two thirds of its theatres, to the number of about 200, all playing French language pictures, with some French language pictures playing solely, and some theatres which, on their change of programs, play the English language pictures the first half of the week, and the French language pictures Saturday and Sunday. Quebec is the only province in Canada where theatres are open on Sunday.

Alliance Films Limited has an extensive program of Italian language pictures, both operas and dramas, as well as musical.

Through an arrangement with France Films, Alliance distributes a number of pictures in the French language in all the provinces of Canada, with the exception of Quebec, for France Films. In Quebec, Alliance Films distributes its own French pictures, consisting of dubs of pictures originally made in the English and Italian languages, and some original French productions, distributing these, also, in other provinces.

INTERNATIONAL Film Distributors, distribute a Korda and British Pathe group of pictures, and have recently made a deal with Lux Films acquiring *Bitter Rice* and about seven other Lux films for distribution in Canada.

Since IFD does the physical distribution in Canada for Cardinal and for Astral Films, which Independents have some foreign language pictures, the selling of which pictures is done directly and personally by these respective companies, the proposed one-night-stand plan should provide a wider field of exhibition for the foreign language pictures of these companies, as well as other companies in Canada which are importing foreign language pictures.

All of the major companies in Canada distribute French dubbed versions of their own pictures, as well as some French language pictures which they occasionally acquire from the foreign market field.

*It is particularly gratifying to Alliance Films Limited, which company is the most prolific distributor of foreign language pictures in Canada, that the Yvonne Taylor plan is to be introduced, augmenting the present field for the exhibition of some of the fine dramas, such as *Shoeshine*, *It Happened in Europe*, *The Iron Crown*, *The Miracle of Monte Cassino* (*Fear No Evil*), *Mad About Opera*, etc., as well as the long list of opera films, *The Barber of Seville*, *Carmen*, *Il Trovatore*, *Pagliacci*, *Othello*, *William Tell*, *Rigoletto*, *L'Elisir D'Amore*, etc., which Alliance Films is distributing.*

I HAVE for so many years, and so many times, presented a comparison of values, as between concert artists and screen artists, the box-office receipts which concert artists, ballets, stage shows receive in Canada, in the U.S., and that which films, with the same artists, or more widely-acclaimed artists, who appear in film productions receive.

If, as and when the film productions get a chance to be exhibited, they are generally shown in a theatre which the public in that city or town associates with "the killer" type of a house, and then the manager

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Toronto and District

BILL PRESS

The Toronto Variety Tent has already published a 16-page booklet which includes the schedule of regular dinner meetings throughout 1952, the monthly dates being from Jan. 29 to Dec. 30.

The contents also list the regulations governing the operation of the clubrooms as drawn up by the House Committee. Definitions of a barker and associate barker and the fees and dues complete the data.

An example of commendable public relations was the pleasant manner in which the Clappison Drive-In, near Hamilton, signed off for the season on November 3.

The announcement read: "Closed for the Season . . . Thank You for Your Patronage . . . See You in the Spring."

The Toronto city fathers have declined to extend the dead-line on Dec. 31 for the removal of overhanging or projecting signs on two business thoroughfares where the subway is under construction. These include Front Street and the stretch of Yonge Street for 1½ miles to Ramsden Park.

Thanks to the Motion Picture Theatres Association of Ontario, the theatres will be permitted to retain marquees as a protection for patrons, it is understood.

Christmas is coming! The first of the toy matinees was conducted by the Biltmore Theatre at Kingston on Saturday, Nov. 3, when the admission to a cartoon show was an old plaything that could be repaired.

The gift performance, called "Toys for Tots," was staged under the auspices of the Kingston Kiwanis Club.

The Centre Theatre, Peterboro, booked "Il Trovatore" (Alliance) for a one-day road-show engagement on Wednesday, Nov. 14, all seats reserved and tickets sold in advance.

This follows the policy of the Centre to offer outstanding attractions with special appeal at intervals.

For the booking week of Nov. 2-3 in Toronto, nine of the leading chain theatres were playing 20th Century-Fox product, including holdovers such as the fourth week of *The Desert Fox* at the Odeon.

The 432-seat Paramount Theatre on St. Clair Avenue West, Toronto, operated by J. B. Goldhar, has adopted a triple-bill policy, with one complete show being given each night. This policy has been followed by the Rio Theatre for some months.

Gordon Gregory, former assistant manager of the Towne Cinema, Toronto, has become the full-fledged manager of the Cinema Theatre at Rochester, N.Y.

Channel Swimmer On Criterion Screen

Channel Swimmer, RKO-Pathe Sportscope subject for RKO Radio release, is currently supplementing the screen fare at Broadway's Criterion Theatre. Stellar attraction is RKO Radio's *The Blue Veil*, starring Jane Wyman, now playing at the University and Nortown Theatres, Toronto.

Channel Swimmer tells the story of Florence Chadwick, universally famous swimming star from San Diego, California, and the first woman to swim the English Channel in both directions.

THE CANADIAN MOVING PICTURE DIGEST

Entered as Second Class Matter

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Address all mail to the Publisher
CANADIAN MOVING PICTURE DIGEST
COMPANY, LIMITED
21 Dundas Square - Toronto
Telephone: Waverley 8696
Cable: Raydigest

Established 1915. Publication weekly.
Subscription: \$5.00 yearly

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Prairie News

By BRUCE PEACOCK

Green Acres Drive-in theatre, Lethbridge, closed Nov. 2 and will not be reopened until next April. Bad weather, which cut into this year's business to some extent, forced the closing of the drive-in, according to Fred Levitt, manager.

A free-lance actor from Regina, Murray Westgate stars with Betty Gillanders, of Vancouver, in the new National Film Board production, *V for Volunteers*. Westgate, whose parents live in Regina, did Little Theatre work in the city, joined the Everyman Theatre in Vancouver and then started a radio acting career. He has appeared on many CBC dramatic productions.

Chief inspector of theatres for Alberta and a veteran of more than 30 years' employment with the Alberta civil service, G. P. Barber retired recently in Edmonton. Presentation of a travelling bag, gift of the staff of the department was made by Hon. C. E. Gerhart, provincial secretary.



Streetcar Named Desire lines them up at the Victoria Theatre, Toronto.

RAY PRESENTS

(Continued from Page 3)

tells you, "I tried an opera film, or another foreign language film, the public stay away from them, they don't want them."

There are times when the manager receives the surprise of his life, for a good campaign on a foreign language picture gets box-office results.

IT is very evident, that the patrons who only go to see "the killer" type of picture in a theatre, seeing an opera film in this theatre, will not be either interested or entertained. As for the "untapped audience," the manager certainly cannot attract these to an "action house," when this "untapped audience" stays away from the best house in town, and from the best pictures.

To get to the "untapped audience," the manager must show a respect for the unusual picture which he is going to present, by playing it in a house which is not operated as a "slough house," for the public is smart enough to size up the value of a picture by the theatre in which it is played.

RAISING the admission price is not sufficient to create an impression, the manager must raise the prestige of the picture in the eyes of his potential customers. He must reach out to find that "untapped audience" and he must retain, through diversified films, his present patronage by raising the prestige of his theatre.

TV will present world-famous operatic concert, ballet and stage stars on its program. It will, when it finds its head, and gets on its feet, present programs of artistic merit, which will command attention from our patrons and from our "untapped audience."

We have the large screen, and all its technical perfection and facilities, as well as the lure of "going places," to hold our patronage, and by widening the field of our operation, by making use of world-famous artists, which are in motion pictures, by using motion pictures in any language, if they have quality, we build a wider patronage for our theatres.

OUR industry is of international dimensions, and presenting pictures, to foreign language-speaking audiences is a business with which our industry should be familiar. Through this policy we will retain the interest of our present picture patrons, and add to these thousands of new patrons.

We, in America, must realize that our populations are not showing the substantial increases which they are showing because we are multiplying rapidly, but this increase in population is due largely to immigration. Hundreds of thousands of immigrants are coming to the American continent, and the foreign language picture, with its English titles, does not only provide entertainment for these hundreds of thousands of newcomers, but helps to teach them the English language, through the ear and the eye, through a form of education which provides entertainment and recreation.

WHILE we are on the subject of "untapped audiences," and it is well to know that more people do not go to movies than those that go, we can, at least, attract some of our new citizens to our theatres by presenting an occasional picture in a language which they can speak and understand.

Since pictures which have ballet, opera, and songs require no language to understand them, they should provide an inducement to the exhibitor to utilize them to attract these newcomers, and the other patrons who pay four and five dollars a ticket to see a ballet, or to hear an opera in an auditorium or on the stage of a theatre.

Take a survey of the story material which has been utilized during the past few years by producers, story

material which would have been a closed-book to producers, and to exhibitors, years ago, and which would have been classified as, "not wanted, can't be understood by the public."

Consider the story of Macy's, a departmental store, in its attitude toward motion pictures in paying for double-truck full-page advertisements, to publicize and advertise its selection of the picture of the month, in October, *An American in Paris*, and in November, *Quo Vadis*, one picture with its background of Paris, one picture with its background of Rome.

ASIDE from the foreign backgrounds angle, would you five or ten years ago, have believed that Macy's would have conceived such an idea, or that MGM would have been capable of selling such an idea to Macy's, which latter company, for December, may select some other company's picture as the Macy picture of the month?

Our business is changing, every business is changing, the impossible of yesterday is a possibility of today.

In a world in which our eyes are turned to the Middle East, a world in which the new world must support and sustain the old world, until the old world can remove the bandage of its wounds, language does not provide a division or an obstacle, and particularly is this true of a form of entertainment, which, irrespective of the power of its voice, still tells its story in the form of picture in motion.

WHICH brings me back to the question of advanced prices. In Toronto, at the Royal Alexandra, the top price for *Fledermaus*, the Strauss operetta, sung in English, is \$5.50. When the Sadler's Wells Ballet first played here, the top was over \$6.00. Don Juan in Hell with Charles Laughton, Charles Boyer, Sir Cedric Hardwicke and Agnes Moorehead has a top of \$4.00.

I see no reason, why a picture such as, *An American in Paris*, such as *Quo Vadis*, *Tales of Hoffman*, pictures with world famous operatic, ballet, and concert stars, pictures with names such as Gigli, Berchi, Titi Gobbi, Schipa, pictures like *Men and Music*, with Heifitz, Rubenstein, pictures like *Samson and Delilah*, like *David and Bathsheba* should not be played to an advance in price, and I would include a picture like, *A Streetcar Named Desire*. It is worth more money than the usual scale of admission.

Our trouble with advanced prices is, that if one company advances its price for a special picture, eight other companies believe they have not one, but a few pictures which should play to advanced prices, which of course causes more trouble for the industry, and more harm in respect to public relations than the advance is worth, for while all of these pictures may be good, they are not THAT GOOD.

Even among the very best pictures which we have, there are a few which stand out pre-eminently among the best, and these are not exclusively Hollywood productions.

RETURNING to the subject of the Yvonne Taylor plan of one-night stands for certain unusual pictures, the advance in price is good publicity, and helps to some extent to compensate the distributor for the limited playing time which he receives for these unusual pictures, or foreign language pictures which he imports into Canada at considerable expense.

There are a number of theatres which have been playing some foreign pictures, and a few which have adopted a policy of one or two days on a monthly plan. Other theatres which play the foreign language pictures for a week, or two, in accordance with the patronage which such pictures receive.

The proposed plan cannot but strengthen the faith of exhibitors in their own showmanship, and spur these exhibitors on to even a greater effort in that which they have already inaugurated.

(Continued on Page 8)



The Blue
... which

JAN THE

CHARLES LAUGHTON •
DON TAYLOR • AUDREY

Produced by JERRY
Associate Producer RAYMOND

**FOUR-COLOR PAGES IN
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PLUS TOP WEEKLIES!**

Maximum penetration where it counts
most in selling seats!... National
advertising campaign to 31,893,457
CIRCULATION, including Woman's
Home Companion, Good Housekeep-
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Saturday Evening Post, Collier's... Fan
magazines and MacLean's (Canada).

Veil or the Wedding Veil should she choose?

Magnificent JANE WYMAN once again deeply touches your heart... as she did in the ever-to-be-remembered *Johnny Belinda*... this time as the woman *Louise*, another truly great role that only JANE could portray.

JERRY WALD and NORMAN KRASNA
present

E WYMAN *in* *BLUE VEIL*

co-starring

JOAN BLONDELL • RICHARD CARLSON • AGNES MOOREHEAD
TOTTER • CYRIL CUSACK • EVERETT SLOANE • NATALIE WOOD

WALD and NORMAN KRASNA • Directed by CURTIS BERNHARDT
HAKIM • Screenplay by NORMAN CORWIN • Story by FRANCOIS CAMPAUX



RAY PRESENTS

(Continued from Page 5)

IN SOME cities and towns, in Canada, men and women interested in the cultural development in Canada, are making an effort to bring into their towns and cities the unusual and foreign language pictures of which they have read favorable comments. These are forming film societies to present these pictures in 16 mm., if they cannot see them in the regular theatres.

The distributors are even more anxious than these groups to get some revenue out of their imports, and will certainly encourage such showings if this is the only possible outlet for these pictures.

Understanding fully, that this means competition of a powerful kind to the exhibitor, the distributor of the unusual and foreign language picture will work with the cultural groups, for there is not a city, or a town in Canada, irrespective of its size, which has not some kind of a cultural group, and these are the groups which will get our untapped audiences."

THE field is growing in size and in prestige, and this field may provide the fertilizer for the ploughing and seeding of a TV exhibition field, irrespective of the home-consumers.

Necessity has forced the use of many modern appliances on a people who may have preferred the old fashioned methods of living. It is well for all of us, in our industry, to step away from our general policies to get a perspective viewpoint.

Majorities are more likely to make mistakes than minorities. Thousands of exhibitors fought for "open bidding" on pictures, it was the minority which saw the drawbacks. The minority was right and the majority is now just as determined to let go of the horse's tail which is racing it for a fall.

Extensive Boston Promotion for Two Tickets to Broadway

Howard Hughes' Technicolor Two Tickets to Broadway, an RKO Radio release, opened November 9th at the Keith Memorial following one of the most extensive campaigns ever given a picture in the Hub.

Key promotion was the tie-in with the Boston Traveler and the Sunday Herald for a jingle contest, the winner receiving literally two tickets to Broadway: transportation to and from Manhattan for two, free hotel room and meals, tours of the city and tickets to movies and the RKO Palace. The Traveler devoted almost a column of space daily to the contest, and accompanied the story with stills from the picture.

Heavy exploitation was developed through the eleven songs in the Technicolor musical, with ten disc jockeys from four leading stations plugging the tunes constantly. On the opening day, one jockey from each station broadcast from the lobby of the theatre at different times, in a friendly rivalry to see who could bring out most fans. They were on the air for a total of five hours.

RCA, which has an album of songs from the film, has been plugging the album, the picture and the theatre in all its radio advertising, and arranged a cooperative newspaper ad with its dealers on the subject. Decca records cooperated similarly.

Rudofker Company, currently promoting the "Tony Martin tuxedo" in a national tie-in with the picture, has donated a tuxedo to one of the disc jockeys, and is assisting with window tie-ups in Boston's leading men's

shops, including Kennedy's, Jordon's and Filene's.

Ben Comingo, theatre manager, and Ralph Banghart, RKO field man in Terry Turner's department, worked together on the promotion.

Palace Calgary Tries Staff Week Plan

At the Palace Theatre, Calgary, manager Don Menzies turned over the management of the theatre to the theatre staff on Oct. 26th for the week. The film being shown was Angels in the Outfield. This staff week operation plan was disclosed at the Alpin Inn, Ste. Mauguerrite, Que., meeting of officers, executives and Eastern Division partner affiliates, and it is proposed to test out its value across Canada in Famous Players operated theatres.

The average gross on 52 week's

THE majority of exhibitors in Canada do not like the idea of presenting unusual or foreign language pictures, it is something different, it disturbs the routine, it makes more work, more anxiety. Some exhibitors cannot even pronounce the names of the pictures, or the stars, and in interviewing the press, or groups of people, how can they talk about ballet, or opera, or symphonic music to those who are so familiar with these forms of art, when they have never been interested?

My advice to the exhibitors is to read the publicity, or go to a reference library for a few additional facts, if they have not what they require in the material sent by the distributor.

Any exhibitor, operating as a manager on a circuit, who has learned to fill in the daily and weekly reports, can learn all about ballet and opera much more easily, and any exhibitor, capable of making out his tax-reports, is in the same class.

After a few pictures have played his theatre, he will accept an invitation to be a guest speaker for a cultural group in his town, interested in the subject, "movies are better than ever," and he will be able to deliver all the answers, mentioning operatic and concert stars, ballerinas, symphonic composers, conductors who are in the pictures playing at his theatre. He will be able to add that for the price of \$1.00 or less, his tapped and untapped audience can see and hear what would cost \$5.00 to see and hear on a stage.



operation was taken as a quota, and any box-office increase over this figure was to be divided between the staff members. A vote of staff members selected Margaret Bell, an usherette, as manager for the week, projectionist Bill Brown as assistant manager, Kathleen Johnson, who presides over the candy counter became special exploitation manager, with other members of the staff assisting in the various departments of theatre operation.

The object of the plan as outlined by John J. Fitzgibbons, C.B.E., at the Quebec sessions, is to give employees a more practical idea of theatre operation, what it means as to cost, as to responsibility, application, and to draw employees closer to their jobs by increasing their interest, and as a test of ability for promotions within the company's employees for the grooming and education of executive man- and woman-power. Several other key spots will be selected as testing points prior to the adoption of the staff-week plan as a company policy.

Somebody Loves Me

Pat Morgan, leading Canadian singer and actor, has been signed by Perlberg and Seaton for a featured role in "Somebody Loves Me," starring Betty Hutton and currently in production at Paramount. He will team with Betty in singing two tunes in the picture, a musical biography of Blossom Seeley and Benny Fields.

Maritime News

By ALICE L. FAIRWEATHER

The 'Strand-Odeon' Saint John has installed a complete new sound equipment including Sound Heads, photo-electric cells, baffle boxes and speaker horns. The new equipment is made in England by Gaumont-Kalee and is of the most advanced and modern design. This equipment is fabricated to reproduce with the utmost faithfulness full tone coverage both in speech and in music.

This new installation is the first of this type of equipment east of Montreal. The installation was made by H. Golding, Toronto chief engineer of Perkins-Electric, assisted by H. Beaulieu of the company's Moncton office.

Mr. and Mrs. A. I. Garson are leaving on November 15th to spend the winter in Florida. Mr. Garson is usually host to the Film fraternity at the Christmas season but because of leaving so early for Florida had arranged a pre-Christmas party at his home for Thursday evening, November 8th.

Mr. Leslie A. Sprague has been elected president of the Kiwanis Club in Fairville. Mr. F. Gordon Spencer entertained the members of this club this week with a recorded speech by Reverend Doctor Alexander of San Antonio, Texas, entitled 'Movie time in Texas' which proved very interesting and enjoyable.

Deepest sympathy is being extended to Mr. Fred Gregor of New Waterford, Nova Scotia, whose wife passed away this week following an operation.

Congratulations are being extended to Mr. Arthur Lee-White, popular young manager of the RKO Distributing Corporation who became engaged this week to Miss Norah Brock of Rothesay. Mr. Lee-White had his parents from far-off Peru as guests at his Eiverside home this summer. Arthur accompanied his mother last week as far as New York from where she was scheduled to sail but because of the strike tie-up in the New York harbor, she was forced to return by air. His father returned sometime ago.

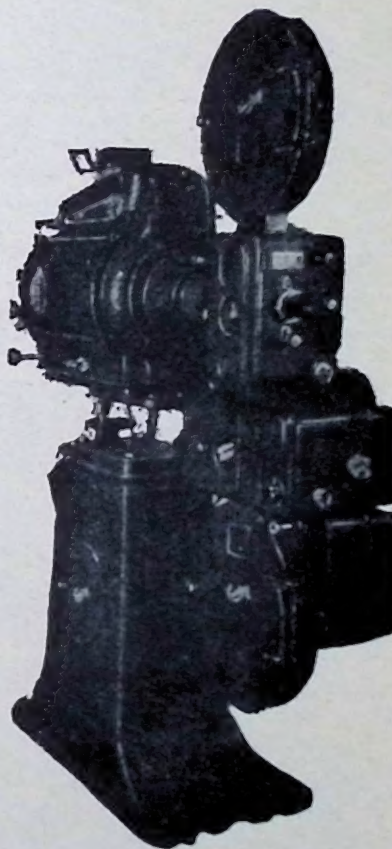
Mr. Joe Flynn, a member of the Strand-Odeon office, returned this week from a rather unsuccessful hunting expedition—having bagged but one duck.

MADE BY THE

MAKERS of your TELEPHONE

Chances are the first reproduced sound you ever heard was the telephone. Chances are the first sound picture you ever heard was reproduced over Northern Electric Equipment.

The Northern Electric Company knows how to make Theatre Sound Equipment and they make it right here in Canada. The NORTHERN ELECTRIC MASTER SOUND SYSTEM. It's the finest machine on every count — sound quality, simplicity, durability, and style. Improved methods of controlling the movement of film, better amplification of the energy picked up by the photo-electric cell, and improved conversion of the electrical energy into acoustic energy . . . these features make the Northern Master outstanding.



- Hydro Flutter Suppressor reduces mechanical flutter to less than one-half of the standard set for the industry.
- Built in Pre-Amplifier reduced to a fraction of the former size.
- Electro-tension Governor provides electro-magnetic control of film speed.
- Equilight Diffuser helps to reproduce every sound track with maximum efficiency.
- Film Alignment control assures accurate light beam alignment.
- Hand brake for quick, smooth stops.
- Altec Lansing "Voice of the Theatre" Speakers used with all models.
- Dual Amplification for Emergency Purposes is available with all models.

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Head Table Guests and Speakers at the 10th Annual Luncheon Meeting of the Motion Picture Theatres' Association of Ontario, Sheraton Room, King Edward Hotel, Toronto, Nov. 6. Left to right: O. J. Silverthorne; R. W. Bolstad; Controller Balfour; L. W. Brockington, CMG, KC; H. S. Mandell; Fire Marshal W. J. Scott, OBE, KC and J. J. Fitzgibbons CBE.

Motion Picture Theatre's Association of Ontario Meet In Convention

The tenth annual meeting of the Motion Picture Theatres' Association of Ontario was held in Hall B, King Edward Hotel, Toronto, Tuesday, November 6th, at 10 a.m.

Directors were named and introduced—Morris Berlin, Don Gauld, Samuel Fine, Roy Miller, H. C. D. Main, Morris Stein, J. D. McCulloch, Floyd Rumford, Harland Rankin, Lou Rosefield.

In memory of Stanley E. Gosnell, former president, and T. Lewis of Eastview, both members having died during the past year, the members stood in silence.

The minutes of the last annual meeting were read, and the business arising out of the minutes was discussed.

Lou Rosefield presented the Budget and Finance Report, Harland Rankin, director, reported on organization and membership, Dick Main delivered a very extensive and informative address on Television.

Morris Stein, Chairman of the National Committee Motion Picture Ex-

hibitors Associations of Canada, gave a report on the Motion Picture Industry Council's recent meeting in Montreal.

The election of officers followed. The directors for the ensuing year—Morris Berlin, Somerset, Ottawa; W. J. McLaughlin, Espanola, Harland Rankin, Plaza, Tilbury; Lou Rosefield, Westdale, Hamilton; Floyd Rumford, Kineto, Forest; Morris Stein, Famous Players Canadian Corporation; Don Gauld, Odeon Theatres of Canada Limited; Angus Jewell, Jewel Theatre, Cannington, Ontario; H. C. D. Main, Capitol, Listowel; Bill Summerville Jr., B. & F. Theatres; Harry S. Mandell, 20th Century, Toronto; J. D. McCulloch, Iroquois, Petrolia.

The executive secretary's report covered only the principal activities of the association during the past twelve months as presented by Arch. H. Jolley. It contained a reference to President Stanley E. Gosnell, who died on June 3rd, following which there was

a special meeting of the Board of Directors, and the election of Vice-President Harry S. Mandell as President. Secretary Lou Rosefield was elected Treasurer, and Don Gauld Director. There were seven regular and one special meeting of the Board of Directors during the year.

A zoning by-law committee, composed of President Mandell, Chairman, and Directors Fine, Gauld and Stein were appointed to study the proposed zoning by-law and legal counsel retained in connection with same.

Representations were made to the Board of Police Commissioners of Toronto concerning midnight shows.

The association was active in securing a reduction in the provincial hospital tax.

The association is dealing with by-law 12519 which prohibits projecting signs on Yonge Street after December 31, 1951.

The Board of Directors forwarded a resolution to the Motion Picture In-

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Head Table Guests and Speakers at the 10th Annual Luncheon Meeting of the Motion Picture Theatres' Association of Ontario, Sheraton Room, King Edward Hotel, Toronto, Nov. 6. Left to right: John J. Chisholm; Gordon Lightstone; A. H. Jolley; Morris Stein and Dave Griesdorf.

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dustry Council of Canada, authorizing Chairman John J. Fitzgibbons of the Motion Picture Industry Council to convey to the Dominion government on behalf of all the members, the association's pledge of every support in respect to civil defence and other preparedness plans in which Canada is participating.

The question of bingo was fully discussed in its relation to motion picture operation.

Basil Salamis of Montreal, having prepared a manual on small theatre operating costs, the association purchased 100 copies for distribution to independent theatre managers.

The association made the necessary arrangements for theatres in Ontario to run the following trailers: 90 Christmas seal clips for the National Sanitarium Association, 361 Easter seals for the Ontario Society for Crippled Children, 60 Salvation Army Red Shield campaign trailers, 73 Canadian National Institute for the Blind trailers, 80 Milk Fund trailers for the Canadian Progress Club, 35 Kinsmen Hospital Camp for Sick Children trailers, 40 Toronto Humane Society trailers.

Monthly bulletins were prepared and mailed to 528 theatres in Ontario, as well as to 114 individuals, provincial exhibitors, associations, etc. Special letters were prepared and mailed to all Ontario theatres during two emergency situations which had developed.

During the year several theatres in Ontario made use of the 14 emergency shows stored at 13 focal points throughout Ontario:

Cochrane, Empire, Monogram; Hamilton, Granada, Fox; Kingston, Capitol, Columbia; London, Capitol, Paramount; North Bay, Capitol, Empire; Ottawa, Capitol, RKO; Owen Sound, Centre, Monogram; Sarnia, Capitol, Paramount; Sault Ste. Marie, Algoma, International; Sudbury, Capitol, Warner Bros.; Timmins, Broadway, United Artists; Windsor, Capitol, MGM; Windsor, Vanity, Columbia.

Arch. Jolley during the year addressed as guest speaker the Bloor-Yonge-Bay Business Men's Association, making a total of 163 service clubs and other associations in Ontario. Arch. Jolley interviewed many exhibitors during the year, and was in constant contact with the press and government officials.

The daily and trade press were thanked by the secretary for their co-operation.

At the present time Arch. Jolley remains executive secretary of the Motion Picture Exhibitors Association. He is a director and member of the planning committee of the Ontario Safety League, a member of the Dominion Fire Prevention Association, a member of the Motion Picture Branch, Toronto

Board of Trade, a director and Assistant Treasurer of the Musical Protective Society of Canada, a member of Variety Club Tent 28, Toronto, Assistant Secretary-Treasurer of the National Committee Motion Picture Exhibitors Association of Canada, and as Executive-Secretary of the Motion Picture Industry Council of Canada, and as secretary of the box-office promotion committee of the Motion Picture Industry Council of Canada, and in 1951 was made a member of the Toronto Civil Defence Committee.

The annual luncheon was held in the Sheraton Room of the King Edward Hotel, and Leonard Brockington, C.M.G., K.C., president of the Odeon Theatres of Canada Limited was the guest speaker.

The president of the Motion Picture Exhibitors Association of Ontario, Harry Mandell, in giving his address of welcome noted that the meeting November 6th had the largest attendance in its history to date, largely due, he said, to the fact that Mr. Brockington was announced as the guest speaker.

Seated at the head table were H. S. Mandell, John J. Fitzgibbons, C.B.E., Morris Stein, O. J. Silverthorne, Controller Balfour, Gordon Lightstone, John J. Chisholm, David Griesdorf, Fire Marshal W. J. Scott, O.B.E., A. H. Jolley, R. W. Bolstad and the guest speaker Leonard Brockington, C.M.G., K.C.

The President introduced the head table guests, gave the address of welcome, and called on John J. Fitzgibbons for the blessing. Controller Balfour represented His Worship the Mayor, and paid tribute to the many services which came from the motion picture industry, through channels of charity and philanthropy. His remarks

concerning the contentious question of signs which had through a by-law been ordered removed by December 31, 1951, indicated that the Mayor and the guest speaker as well as several of the council members were not in favor of the removal of the signs. Controller Balfour stated that the colorful signs of theatres gave a big city a cheery note, particularly to Yonge Street at night. The removal of the signs on Yonge Street will involve a number of important Toronto theatres in house front constructional changes.

Morris Stein in his address stated that the attendance this year was the largest in the ten year history of the association, and briefly outlined the various services of the association within the industry and in the field of public relations, in Ontario, and outside the province in its co-operation with the Canadian Industry Council, the membership of which included both exhibitors and distributors, the producers and affiliated arts, crafts and industries.

Morris Stein announced that the association now had a membership of 354 exhibitors, of which 129 were independent exhibitors unaffiliated with any of the exhibitor circuits. Out of a directorate of 12 there were 7 members of the Board who were independent, operating theatres in different parts of Ontario.

The National Association of Motion Picture Exhibitors which is Dominion-wide and the Canadian Motion Picture Industry's Council, organized about 2 years ago, were strongly advocated and supported by the Ontario association.

Morris Stein paid tribute to various members who had performed special services, and he mentioned in particular the excellent work of the Executive Secretary, Arch. Jolley, remembering also to pay a tribute to the late Stan Gosnell, who had died in June, in the office of President of the association.

Mr. John J. Fitzgibbons, having al-

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THE PRINCE AND THE PATIENT Gordon Chapman, ex-R.C.N.V.R., got the surprise of his young life when the Duke of Edinburgh stopped to chat with him when visiting the Queen Mary Veterans Hospital, Montreal, on the recent Royal Tour. In the background is Jack Hynes, Associated Screen News cameraman, who shot the human interest story for the American and the Canadian newsreels.

20th Century Fox International

Following his recent visit to South Africa, Spyros Skouras, president of 20th Century-Fox World-Wide, announced that he had concluded a long-term contract with Herbert Yates, president of Republic Pictures, whereby 20th Century-Fox International Corporation will handle for distribution in South Africa Republic's program of productions.

Mr. Skouras stated that the agreement, which goes into effect immediately, covers the distribution of Republic's entire output, including features, shorts and serials.

Among the Republic features that 20th Century-Fox branches in South Africa will release in the immediate future are three pictures starring John Wayne who is tremendously popular in this territory: *Sands of Iwo Jima*, *The Wake of the Red Witch*, and *The Fighting Kentuckian*, with Oliver Hardy in a prominent role. Also listed for distribution are *The Bullfighter and the Lady*, starring Robert Stack, Gilbert Roland and Virginia Grey; *Singing Guns*, with Vaughn Monroe, Ella Raines and Walter Brennan; *House by the River*, with Louis Hayward and Lee Bowman; *The Adventurer*, with Fernando Lomas and John Carroll; *Rock Island Trail*, with Forrest Tucker, Adrian Booth and Bruce Cabot; *The Showdown*, starring Walter Brennan, William Elliot, Marie Windsor and Henry Morgan.

Harry Hurwitz Appointed To New Post by Odeon

The appointment of Mr. Harry Hurwitz of Winnipeg as general manager of Odeon-Morton Theatres in Winnipeg and Saskatoon has been announced by Mr. David Griesdorf, general manager of the Odeon Theatres (Canada) Limited, head office in Toronto.

Widely known in Western Canada's

Motion Picture Industry, Mr. Hurwitz has been associated with the Odeon-Morton Theatres in Winnipeg and Saskatoon in a supervisory capacity for the past several years, having served as assistant to the late Henry Morton.

Mr. Hurwitz is a veteran of show business in Canada, and has been actively engaged in theatre management since 1920. He is widely known and highly regarded.

In addition to serving on the executive of several Motion Picture Exhibitor groups in recent years, Mr. Hurwitz has been an active member of many community welfare organizations where his enthusiasm and energy has won him considerable personal popularity and high regard.

Women of Variety Initiate Two Projects

Two new projects have been launched by the Women's Committee of Variety Club. Among the boys at Variety Village, there are always students who must undergo operations or protracted medical treatment. To make sure that these boys are not forgotten during hospitalization, the women have organized a Sunshine Fund. This will provide gifts and comforts for the patients and the Fund Com-

mittee will also arrange for visitors to keep in touch with the boys from the Village during these enforced absences.

Barkers and members of their families who are ill will also be remembered by the lady barkers and a new Card Committee has been set up to carry out these duties.

Annual elections will be held at the next meeting to be held at the Prince George Hotel on Tuesday evening, December 4th, at 8 p.m. The executive committee has issued an urgent request for all the ladies of Variety to be on hand for the voting.

"Friday Nights," staged by the women's group, will continue during the balance of the year. The next scheduled entertainment will be Monte Carlo Night, to be staged on November 30th.

Harry E. Behr to U.A.

Appointment of Harry E. Behr as branch manager for United Artists in St. John was announced by Charles S. Chaplin, UA Canadian general manager.

Born in Karlsruhe, Germany, Behr is a master of seven languages. He attended high school in Germany, studied engineering at the University of Berganmo in Italy, and graduated from an accountancy and business administration course at a Winnipeg business college.

The new UA St. John branch manager entered the Canadian film industry in 1942 as a booker for Monogram in Winnipeg. Two years later he joined United Artists in that city in the same capacity and in 1946 was promoted as salesman covering territory in the Winnipeg and Calgary areas.



From left to right: Mr. D. Robert of the Palace, Ritz and Cartier Theatres, Granby; L. M. Bleackley, vice-president and general manager of the Perkins Electric Company Limited; Raoul Richner, manager of the Francois Theatre, Montreal; George Ganetakes, president of United Amusements Corp.; Charles Bourrasso, secretary of the Quebec Allied Theatrical Association; Nick Lozanis, owner of the Orleans and Lord Nelson Theatres, Montreal; J. S. O'Shea, office manager and I. Ruel, serviceman, both of the Perkins Electric Company Limited; E. A. Fassio, owner of the Rex and Rio Theatres, Lechute; Mr. Francois Fortin, owner of the Beloeil Theatre taken at the Que. Allied Theatrical Assoc. meeting.

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ready called down a blessing on the assembly, was prevailed on by the President to say a "few words." The highlight of the "few words" delivered by John Fitzgibbons, as a matter of fact, the keynote of his short talk is summed up in the following sentence, "We're in a great business, let us keep

it this way," and in quoting and commenting on a book which he was at the time reading, by the Right Reverend Vincent Shecan, D.P. The title of the book is Lead Kindly Light, Mr. Fitzgibbons stressed, the efficacy of faith, a faith which should permeate through all channels of our life, in bus-

iness, in our relations each with the other, in public relations and in the conduct of our own life. We, who have faith, know what an infinite source of strength it is to us in our analysis of life, and how it helps us in our judgments, in our understanding, our tolerance and our goodwill toward all of mankind. For those who are of little faith, it is difficult to impress them with this attribute, which no one can give to them, but which must be born within themselves.

In the hard-boiled world in which we live, and even those of great faith are forced to admit that mankind has fallen into a slough of indifference, a selfishness which may be designated as hard-boiled, a talk on faith may sound like a sermon, but such talks are important for the possibility that the tiniest kernel of a seed may fall on fertile soil and take root, and who knows the fruitage of such sowing?

Leonard Brockington was the guest speaker. Those of us who have on occasion had the pleasure of listening to Mr. Brockington know that anything which he has to say is always interesting to the listener, for in addition to having a fine command of the English language, Mr. Brockington has a plentiful supply of anecdotes, he is a superlative story-teller with a fine sense of humor which gives a dramatic and merry setting to the stories which he tells. We, who listened to him at the Exhibitors' luncheon, had the enjoyment of hearing some very good stories as a preface to a splendid address, the theme of which was the making of a nation, and what made a nation. One of the choice stories related to a showman who conceived the idea of having an exhibition of a lion and a lamb lying down together as a symbol of the old peace axiom. The showman was asked how he achieved this miracle and informed his questioner, that it required a constant supply by way of replacement of lamb.

Mr. Brockington enumerated the various qualities essential in making a nation, using these as a comparison with the qualities which were evident among the different people who made Canada what it is. In concluding his talk, he stressed the fact that we of the industry might do well to study the Massey Report, with its accent on Canadianism, and that we should give some thought in our presentation of pictures in which we revealed the American and the English way of life, that we place more importance on an inclusion of pictures for exhibition which revealed more of Canada, and the Canadian way of life.

Dick Main moved the vote of thanks in a few well-chosen sentences.



Use This Information As Your Guide on Release Dates

TORONTO

IMPERIAL

Second Week. The Day the Earth Stood Still (20th-Fox) with Michael Rennie and Patricia Neal.

LOEW'S

Second Week. An American in Paris (MGM) Technicolor with Gene Kelly and Leslie Caron.

UPTOWN

The Strange Door (EU) with Charles Laughton and Boris Karloff.

SHEA'S & EGLINTON

Detective Story (Para.) with Kirk Douglas and Eleanor Parker.

UNIVERSITY & NORTOWN

The Blue Veil (RKO) with Jane Wyman and Charles Laughton.

ODEON-CARLTON

White Corridors (JARO) with Googie Withers and Godfrey Tearle.

HYLAND

Second Week. The Lavender Hill Mob (JARO) with Alec Guinness and Stanley Holloway.

VICTORIA

Fourth Week. A Streetcar Named Desire (WB) with Vivien Leigh and Marlon Brando.

INTERNATIONAL CINEMA

Sixth Week. Laughter in Paradise (IFD) with Alastair Sim and Joyce Grenfell.

TOWNE CINEMA

Sixth Week. Tales of Hoffmann (IFD) Technicolor with Moira Shearer and Robert Helpmann.

DOWNTOWN

The Mob (Col.) and Hurricane Island (Col.) Super Cinecolor.

MONTREAL

CAPITOL

Second Week. The Desert Fox (20th-Fox) with James Mason and Cedric Hardwicke.

LOEW'S

Captain Horatio Hornblower (WB) Technicolor with Gregory Peck and Virginia Mayo.

PALACE

People Will Talk (20th-Fox) with Cary Grant and Jeanne Crain.

SNOWDON-OUTREMONT

On the Loose (RKO) with Joan Evans and Melvyn Douglas.

PRINCESS

Force of Arms (WB) with William Holden and Nancy Olson.

IMPERIAL

Tomorrow is Another Day (WB) with Ruth Roman and Steve Cochran.

AVENUE

Fourth Week. Bitter Rice (IFD) with Silvana Mangano.

KENT

Second Week. Cyrano de Bergerac (UA) with Jose Ferrer and Mala Powers.

WINNIPEG

CAPITOL

Painting the Clouds with Sunshine (WB) Technicolor with Dennis Morgan and Virginia Mayo.

ODEON

2nd Week. Thunder on the Hill (E-U) with Claudette Colbert and Ann Blyth.

GAIETY

Teresa (MGM) with Pier Angeli and John Ericson.

LYCEUM

Crosswinds (Para.) Technicolor with John Payne and Rhonda Fleming.

DOMINION

Frenchie (E-U) Technicolor and Shakedown (Col.)

GRAND

Bells of Coronado (Rep.) Trucolor and Tarnished (Rep.)

MET

Texas Carnival (MGM) Technicolor with Esther Williams and Red Skelton.

GARRICK

The Desert Fox (20th-Fox) with James Mason and Cedric Hardwicke.

VANCOUVER

VOGUE

The Desert Fox (20th-Fox) with James Mason and Cedric Hardwicke.

CAPITOL

Texas Carnival (MGM) Technicolor with Esther Williams and Red Skelton.

STRAND

His Kind of Woman (RKO) with Robert Mitchum and Jane Russell.

ORPHEUM

Second Week. The Day the Earth Stood Still (20th-Fox) with Michael Rennie and Patricia Neal.

CINEMA

Second Week. Seven Days to Noon (IFD) with Barry Jones and Olive Sloane.

STUDIO

Angelo (Astral) with Renato Baldine and Little Angelo.

CALGARY

CAPITOL

Across the Wide Missouri (MGM) Technicolor with Clark Gable and Ricardo Montalban.

PALACE

The Tall Target (MGM) and Night Into Morning (MGM).

GRAND

Anne of the Indies (20th-Fox) Technicolor with Jean Peters and Louis Jourdan.

UPTOWN

Let's Make It Legal (20th-Fox) with Claudette Colbert and Macdonald Carey.

STRAND

Saturday's Hero (Col.) with John Derek and Donna Reed.

SAINT JOHN

CAPITOL

Saturday's Hero (Col.) and Two of a Kind (Col.)

PARAMOUNT

Texas Carnival (MGM) Technicolor with Esther Williams and Red Skelton.

STRAND

The Golden Horde (E-U) Technicolor with David Farrar and Ann Blyth.

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